



WXYZ

ORDER

Print Date 10/26/12

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Flight Dates 10/29/12-11/06/12

<u>Product</u>	<u>Order Sep</u>	00:20:00
DIBC2 Detroit Int Bridge Co 2012	<u>Estimate #</u>	C29N06
<u>Alt Order #</u>		
<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
06/29/12 10/24/12	<u>Order Type</u>	GENERAL
<u>Billing Contact</u>	<u>Billing Cycle</u>	EOM/EOC
<u>Advertiser</u> The People Should Decide C	<u>Billing Calendar</u>	BROADCAST
814 King Street - Suite 400	<u>Demographic</u>	A25-54
Alexandria, VA 22314-3039	<u>Rev Codes</u>	POL POL ISS Ballot
Smart Media Group	<u>Product Codes</u>	PL
<u>Buying Contact</u>	<u>Priority</u>	P-1
Sales Office EWSDC	<u>Advertiser Ref</u>	
Sales Region NAT		
Agency Ref		

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WADL	%		
WDIV	%		
WDWB	%		
WJBK	%		
WKBD	%		
WLPC	%		
WPXD	%		
WTVS	%		
WWJ	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	89	\$83,682.50	\$98,450.00	0.00	10/29/12	11/06/12	89	\$83,682.50	\$98,450.00
Totals	89	\$83,682.50	\$98,450.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
E 1	WXYZ	10/29/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am	M-F	11-11--	:30	4	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>								
		Week: 10/29/12	11/04/12	11-11--		4	\$500.00	0.00								
		Week: 11/05/12	11/11/12	1-----		1	\$500.00	0.00								
E 2	WXYZ	10/30/12	11/01/12	M-F 10a-11a M-F 10a-11a	CM	10-11am	M-F	-111---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>								
		Week: 10/29/12	11/04/12	-111---		3	\$400.00	0.00								
E 4	WXYZ	10/30/12	10/31/12	12p Noon News 12n-1p	CM	12-1pm	M-F	-11----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00



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Contract / Revision**303463**Flight Dates **10/29/12-11/06/12**Hiatus DatesOriginal Date / Revision 06/29/12/ 10/24/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
E 4	WXYZ	10/30/12	10/31/12	12p Noon News 12n-1p	CM	12-1pm M-F	- 11----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 11----		2	\$500.00			0.00					
E 5	WXYZ	10/31/12	10/31/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-- W----	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- W----		1	\$900.00			0.00					
E 6	WXYZ	10/30/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4	\$150.00			0.00					
		Week: 11/05/12	11/11/12	- 1-----		1	\$150.00			0.00					
E 7	WXYZ	10/29/12	11/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1111---		4	\$400.00			0.00					
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00					
E 8	WXYZ	10/29/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	22211--		8	\$900.00			0.00					
		Week: 11/05/12	11/11/12	11-----		2	\$900.00			0.00					
E 9	WXYZ	11/03/12	11/03/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$250.00			0.00					
E 10	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2	\$350.00			0.00					
E 11	WXYZ	11/03/12	11/03/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$350.00			0.00					
E 12	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2	\$350.00			0.00					
E 13	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$350.00			0.00					
E 14	WXYZ	11/04/12	11/04/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$500.00			0.00					
E 15	WXYZ	10/29/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	22222--	:30	10	\$1,000.00	P-4	0.00	NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	22222--		10	\$1,000.00			0.00					



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Contract / Revision**303463**Flight Dates **10/29/12-11/06/12**Hiatus DatesOriginal Date / Revision 06/29/12/ 10/24/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 16	WXYZ	10/29/12	11/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 11111-- 5 \$1,200.00 0.00															
E 17	WXYZ	10/29/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 11111-- 5 \$1,200.00 0.00															
E 18	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S 1 \$750.00 0.00															
E 19	WXYZ	10/29/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 11111-- 5 \$250.00 0.00															
E 20	WXYZ	11/03/12	11/03/12	SA 1130p-1230a Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S- 1 \$250.00 0.00															
E 21	WXYZ	11/04/12	11/04/12	SU 12a-1a The Unit	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S 1 \$250.00 0.00															
E 22	WXYZ	11/04/12	11/04/12	Sports Update SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S 1 \$550.00 0.00															
E 23	WXYZ	10/29/12	11/04/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 1111111 7 \$2,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
6 WXYZ 10/29/12-11/04/12 Late News M-Su 11-1135pm M-Sun 11:30 PM-12:00 AM- -----Sa-- :30 \$2,000.00 0.00 NM															
See MG 23.8 [news is at 1130pm on Saturday, 11/3]															
8 NXYZ 11/03/12-11/03/12 Late News M-Su 11-1135pm M-Sun 11:30 PM-12:00 AM- -----Sa-- :30 \$2,000.00 0.00 NM															
MG for 23.6 11/03															
E 25	WXYZ	10/29/12	11/01/12	Access M-F 730-8pm ET	CM	730-8pm M-F	11111--	:30	4	\$1,800.00	P-4	0.00	NM	4	\$7,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 11111-- 4 \$1,800.00 0.00															
E 26	WXYZ	10/29/12	10/29/12	Monday Prime C Castle	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 M----- 1 \$5,000.00 0.00															
E 27	WXYZ	10/30/12	10/30/12	Tuesday Prime C Private Practice	CM	10-11pm Tuesday	T-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 T----- 1 \$5,000.00 0.00															
E 28	WXYZ	11/02/12	11/02/12	CM	8-9pm Friday	-----F--	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00	



WXYZ

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Contract / Revision**303463**Flight Dates **10/29/12-11/06/12**Hiatus DatesOriginal Date / Revision

06/29/12/ 10/24/12

Order Sep 00:20:00Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
Friday Prime A Shark Tank																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week:	10/29/12	11/04/12	-----F--			1	\$2,000.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>										
1	WXYZ	10/29/12-11/04/12		Friday Prime A		8-9pm Friday										
See MG 28.2 [8-9p is now Last Man/Malibu]																
2	WXYZ	10/29/12-11/04/12		Friday Prime A		8-9pm Friday										
MG for 28.1 11/02																
E 29	WXYZ	11/04/12	11/04/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week:	10/29/12	11/04/12	-----S			1	\$3,000.00			0.00						
E 30	WXYZ	11/04/12	11/04/12	Sunday Prime B Once Upon a Time	CM	8-9pm Sunday	-----S	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week:	10/29/12	11/04/12	-----S			1	\$6,000.00			0.00						
E 31	WXYZ	11/04/12	11/04/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week:	10/29/12	11/04/12	-----S			1	\$5,000.00			0.00						
N 32	WXYZ	10/29/12	11/02/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MTWTF--	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week:	10/29/12	11/04/12	MTWTF--			2	\$1,500.00			0.00						
N 33	WXYZ	10/29/12	11/02/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm	M-F	MTWTF--	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
Week:	10/29/12	11/04/12	MTWTF--			2	\$1,500.00			0.00						
														Totals	89	\$98,450.00